

# You'll have a crush on our new box.

It'll be love at first puff. Enriched Flavor™ gives Merit Ultra Lights satisfying taste you'd never expect in a cigarette with so very little tar. And our new crush-proof box makes it a little easier to hold onto even when times get tough—like when it's crammed into the bottom of a purse. Or stuffed into a pocket. Give it a whirl.  
It could be the start of a lasting relationship.

Enriched Flavor,™ ultra low tar. A solution with Merit.



## New Merit Ultra Lights Box.

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Kings: 5 mg "tar," 0.5 mg nicotine—100's; 6 mg "tar,"  
0.6 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.**



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